

**Modified Enlarged 24 pt**

**OXFORD CAMBRIDGE AND RSA  
EXAMINATIONS**

**Friday 14 January 2022 – Afternoon**

**Level 3 Cambridge Technical in  
Digital Media**

**05843/05844/05845/05846/05875**

**Unit 2: Pre-production and planning**

**INSERT**

**INSTRUCTIONS**

**Use this Insert to answer all the  
questions.**

**Do NOT send this Insert for marking. Keep  
it in the centre or recycle it.**

**ADVICE**

**Read this Insert carefully before you start  
your answers.**

## **CONTEXT**

**Snap City is a photography studio specialising in supplying images of music artists and television personalities to lifestyle magazines. Snap City recently won a contract with a major UK record label, MGUK, to provide all the promotional shots for their new four-piece boy band 'Power Up'.**

**Snap City have three main members of staff:**

**AMBER – chief photographer. She set up the company, has many music industry contacts and liaises with magazine companies. Amber also deals with revenue streams.**

**CALVIN – costume and make-up artist. He is responsible for co-ordinating the visual style of the artists.**

**RAPHAEL – project manager. He ensures that all the photoshoots run to schedule, all equipment is set up and deadlines are met. Raphael also ensures target market needs are met**

by managing research to gain audience feedback.

Snap City have offered you an internship.

## **PRODUCT BRIEF**

Snap City will provide all the promotional photographs for new boy band 'Power Up'. The photographs will be used across print magazines, the web and social media. Some will also be used on the official album covers.

The promotional photographs should promote the four band members' diverse personalities and ethnic backgrounds. The photographs should also reflect their 'boy next door' image. These will help appeal to their primary target audience of 10–16-year-old girls from a wide variety of backgrounds.

The photographs of 'Power Up' should be taken in four urban locations across the UK and reflect the genre of Pop.

The photographs of the whole band should be medium shots or long shots.

**Photographs of individual members should be close ups.**

**MGUK would like the photography completed in three months.**



Oxford Cambridge and RSA

**Copyright Information:**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, OCR (Oxford Cambridge and RSA Examinations), The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.